

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

Minutes

**Thursday, November 20, 2014
Avalon Hollywood, 1735 N. Vine Street**

Officers and Directors Present

John Tronson, President, Tronson Investment Group
John Lyons, Vice President, Avalon Hollywood/Bardot
Drew Planting, Treasurer, GPI
Leslie Blumberg, The Fonda
Darcy Derler-Judd, Robertson Properties Group
Mark Echeverria, Musso & Frank Grill
Michael Gargano, Argent Ventures, LLC
David Green, Nederlander Organization
Brian Johnson, Loews Hollywood Hotel
Chad Lewis, Klein Financial Corporation
Jan Martin, Secretary, AMDA
Frank Stephan, Clarett West Development
Mark Stephenson, Hollywood United Methodist Church
Monica Yamada, CIM Group, Inc.

Absent

Joseph D'Amore CRC Entertainment Inc.
Don Mushin, Toyota of Hollywood

Staff

Sarah Besley
Joe Mariani
Kerry Morrison
Devin Strecker

Guests

Mike Harkins
Jeff Briggs
Ron Radachy

ANNUAL MEETING

I. Call to Order – John Tronson : The meeting was called to order at 4:17 p.m. Tronson thanked all the outgoing board members -- Galo Medina, Don Mushin and David Benavente. He also thanked the entire board for their passion and commitment to Hollywood, giving special thanks to the nominating committee and all others who served on a committee.

II. Report from Nominating Committee

1. Election of Directors: Stephan reported on behalf of himself, Don Mushin and Tej Sundher, who interviewed candidates who applied for the board of directors. He presented the following slate to the board of directors:

- John Tronson
- Monica Yamada
- David Green
- Jan Martin
- Brian Johnson
- Darcy Derler-Judd
- Chad Lewis

It was moved by Michael Gargano, seconded by Mark Stephenson, and CARRIED to approve the election of the slate of directors to three-year terms ending November, 2017. Unanimously approved.

2. Election of Candidate to fill seat vacated by David Benavente: Stephan reported that the Nominating Committee selected Evan Kaizer (6554 – 6566 Hollywood Blvd) to fill David Benavente’s vacant seat through the end of his term, November 2016.

It was moved by Drew Planting, seconded by Mark Stephenson and CARRIED to elect Evan Kaizer to the board of directors. Unanimously approved.

3. Election of Officers: Stephan presented the following slate of officers as recommended by the Nominating Committee:

- President - Monica Yamada
- Vice President – John Tronson
- Secretary – Jan Martin
- Treasurer – Drew Planting

It was moved by Mark Echeverria, seconded by David Green, and carried to approve the slate of officers for one-year terms for 2015. Unanimously approved.

III. New Business: There was no new business

IV. Adjournment. The annual meeting was adjourned at 4:25 p.m.

MONTHLY MEETING

I. CALL TO ORDER

The meeting was called to order by Monica Yamada, President, at 4:27 p.m. Yamada thanked Tronson for his service as president.

II. OPEN FORUM – Michael Gargano updated the board on his project, stating that there has been a great deal of media coverage concerning the Hollywood fault line. He said that nothing has changed, although the new fault map was released showing the fault line moved to the southern portion of their project area, which requires further sub-surface investigation. They will continue to work with the city.

III. APPROVAL OF MINUTES

It was moved by John Tronson, seconded by Drew Planting, and CARRIED to approve the minutes from the Board's October 16, 2014 meeting. Unanimously approved.

IV. TREASURER'S REPORT – Drew Planting

A. 2015 Budget for Hollywood Entertainment District

Drew Planting and Kerry Morrison shared the work product resulting from the working group that prepared the 2015 budget and related documents for the coming year (Monica Yamada and Drew Planting). The budget shows a slight increase in assessment income because the board approved a one percent CPI increase for 2015. A three percent delinquency is also estimated, and the budget incorporates a \$200,000 rollover from 2014 to 2015.

With respect to expenses, there will be a slight increase in the following categories: rent (lease expires in June 2015); Landscape/Maintenance (owing to the fact we have to rent space for maintenance crew now); increase in office equipment, special project consulting and contingency owing to need for new server and preparations for the Mobility Summit in the new year.

It was moved by John Tronson, seconded by Drew Planting, and CARRIED to approve the 2015 budget for the Hollywood Entertainment District. Unanimously approved.

B. 2015 Hollywood Entertainment District Planning Report

Morrison presented to the board a draft of the 2015 Planning Report, which is a requirement of the city. The purpose is to provide a narrative to accompany the budget adopted by the board.

It was moved by Drew Planting, seconded by John Tronson, and CARRIED to approve the 2015 Planning Report for the Hollywood Entertainment District. Unanimously approved.

C. October 31, 2014 Financial Statement

The board was provided a copy of the October 31, 2014 financials for the current year. Good news arrived prior to the meeting with respect to anticipated payment of approximately \$143,000 in overdue assessments associated with MTA parcels will be forthcoming. Cash on hand at end of the year is projected at \$560,827.

It was moved by Drew Planting, seconded by Chad Lewis, and CARRIED to approve the October 31, 2014 Financial Statement. Unanimously approved.

V. OLD BUSINESS

There was no old business

VI. COMMITTEE AND ACTIVITY REPORTS

A. Security – Yamada / Morrison

Capt. Storaker reported that crime statistic in Hollywood overall are once again down, although violent crime has risen slightly from last year. LAPD made 61 arrests in Hollywood on Halloween, down from over 90 last year. There was no BID security meeting this month.

1. Report from Donation Station Focus Group

Morrison reported that a focus group meeting occurred in October with representatives from H&H, Wells Fargo, Trader Joes, the W, BID and CD13 to explore the concept of donation stations, which are recycled parking meters, to collect money for local homeless services agencies to discourage people from giving money directly to panhandlers. They looked at the Real Change program being operated currently in Pasadena, which could possibly be expanded to Hollywood. The idea was well received by the group, and it was thought that Hollywood could start with 12 stations. Each one would need to be sponsored by a company or store at a rate of \$2000 - \$2500 each, and they would need to be placed on private property. Morrison recommended starting out with only four or five and then evaluating the program. The Chamber Foundation volunteered to serve as the 501 (c)3 organization to collect the funds. The group is anticipating that it will need six months to work out the details.

2. Final report on video camera installation

Mariani reported that although what was initially expected to be a 12 week installation period turned into 12 months, the last camera will be going in soon. LAPD has said they are happy with the new cameras. An Ad-Hoc group will be convened to explore options for the security contingency budget, which could be used to expand the MESH network or to add more cameras.

3. Volunteers for ad-hoc working group for 2015 video surveillance expansion plan

Mariani asked for volunteers for this working group; Tronson, Lewis, and Echeverria offered to serve on the group. Three members from the Sunset BID will also join the group. Morrison said input from LAPD will also be sought.

B. Streetscape and Planning – Echeverria / Besley

1. Mobility Summit

Besley reported that a focus group meeting was held on November 10 with Bloomberg Associates, including Janette Sadik-Kahn and the new GM of LADOT as well as representatives from the BID and CD13. Several representatives from both BIDs and the Chamber were also invited. Great momentum was made in starting the discussion around improving traffic in Hollywood, which is the #1 complaint hindering mobility in Hollywood. January 28, 2015 has been set for the Mobility Summit in Hollywood. Tronson said he would like to see statistics on how road diets affect rents, and Gargano suggested looking at successes and failures in other cities.

2. Clean Street relocation

Mariani reported that he picked up the lease paperwork this week for the Cherokee space where Clean Street will make their headquarters, with a move in date hopefully in January. The lease is for three years, with two one-year options to renew. The space they have been using for years is being redeveloped into housing by Abode Communities, who served a 30 day notice to vacate as they are planning to break ground next month. In the meantime, property owner Kayvan Setareh has allowed the

team to utilize his property near the 101 freeway, free of charge in exchange for improvements to the property, on a 30-day trial basis. All the Clean Street vehicles are being parked there.

3. John Peterson retirement

Peterson served as the star polisher for the Walk of Fame through Clean Street for the past 15 years, but is now retiring, so BID staff is planning a celebration for him. Lewis suggested getting him a star or some sort of plaque to recognize his contributions to Hollywood.

4. LaBrea Median

Besley reported that the LaBrea Median on Hollywood Blvd. was re-landscaped back in October with drought-tolerant, native plants, which has made a big difference aesthetically at that intersection. Lyons asked if there were plans to work on the Argyle Triangle median; Besley stated that project is slated for Q2 next year.

C. Marketing & Communications – Martin / Strecker

1. Reveal: Hollywood Infographics and Micro-Neighborhood Close-Up

Mariani presented the completed infographics as a slide show, explaining each graphic and how the data was collected and how it will be used to spur interested in Hollywood and the micro-neighborhoods. He said that Haines & Co. is working on pitching these to media, having already met with *LA Times*, and staff will be making the infographics available digitally to the board and stakeholders soon. Additionally, they will be printed and mailed out to property owners in the new year, and a physical booklet of some sort will be produced to give to potential investors.

2. Foodie Blogger Tour

Strecker reported that recently Haines & Co. had helped coordinate a successful “Haunted Hollywood” blogger tour, as well as a preview tasting event for Sunset & Dine, which took bloggers to three participating restaurants where they were served food and drink. Staff will be emulating that food tour into a Foodie Blogger Tour of the HED in January. Potential participants: sbe, Hollywood & Highland who will be offering a hard-hat preview of Grom (a new ice cream establishment), and potentially the Houston Brothers (Butchers & Barbers). In addition, in the works is an “Up and Coming Hollywood” tour to focus on people achieving their dreams in the entertainment industry, focusing on places like AMDA, MI, LACE, World of Wonder and Second City.

3. December planning meeting

The ad-hoc Communications Working Group will be meeting at AMDA on Wednesday, December 10 from 11:30 a.m. – 1:00 p.m.

VII. New Business

There was no new business.

VIII. Report from Executive Director

- A. Report from staff planning retreat:** Morrison reported that the staff had visited the Santa Barbara BID, which is very events-driven, and toured the district. They exchanged many ideas with the BID staff there. The next day, staff went through the strategic plan item by item to formulate how to best achieve the goals set out in the plan. Additionally, they discussed staffing

configurations in the new year, taking into account Besley's departure, and planned to hire two new, full-time staff members.

- B. Public Records Act requests:** Morrison advised the board that Mr. Adrian Riskin has continued to present numerous requests for documents from the BID office, including videos taken by Andrews International, e-mail correspondence between BID staff and Andrews International and security logs. She is working with our attorney to make sure we properly comply with the Public Records Act.
- C. Participation in seismic retrofit panel:** Morrison served on an October 20 panel (Structural Engineers Association of Southern CA) for a discussion about the Mayor's plan to require property owners to retrofit their buildings for earthquake safety, and was approached by the media for comments.

IX. Next Meeting: The next meeting will be held December 18, 2014.

X. Adjournment: The meeting was adjourned at 5:45 p.m.